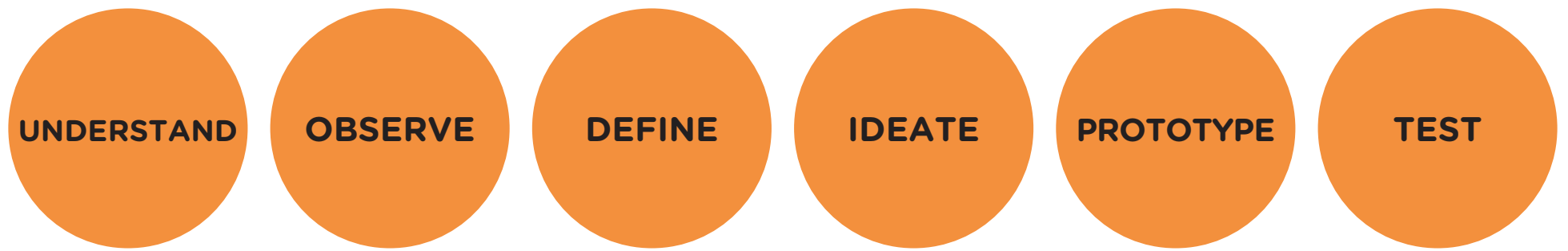
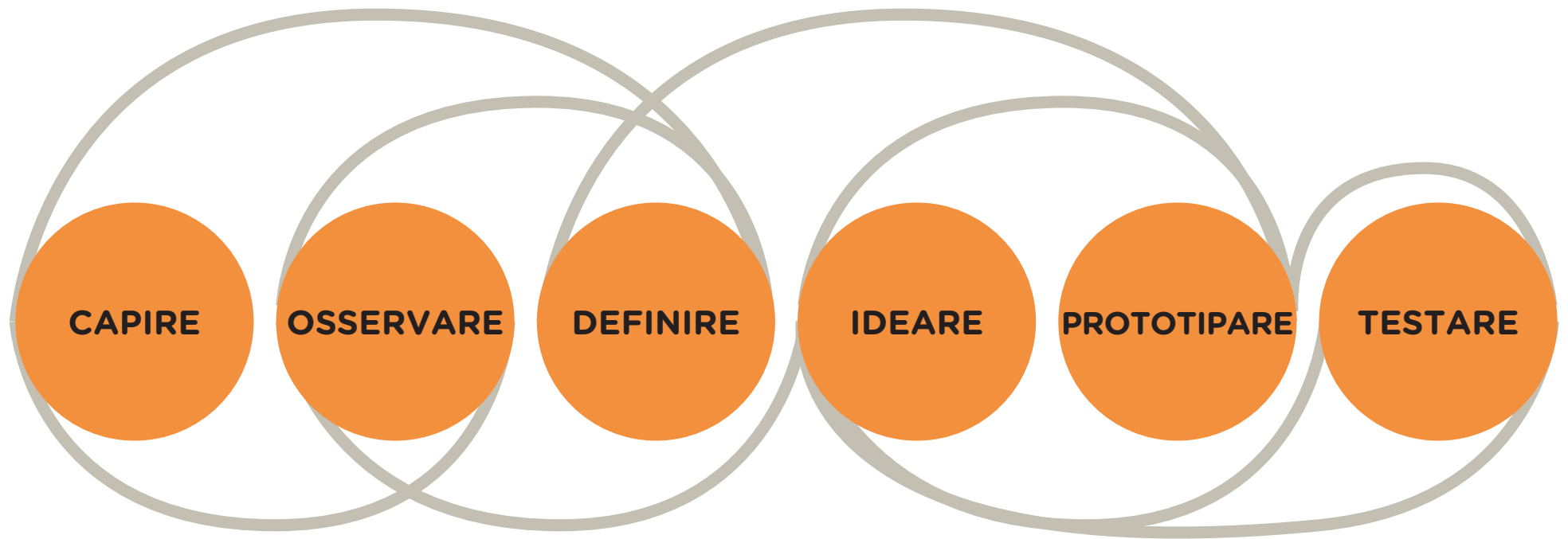


NEED FINDING

Valeria Adani - UNIMORE
Ideal Lab 29/10/13



Stanford, d.school



Stanford, d.school



**HUMAN
CENTERED**

NEEDFINDING



**FOCUS
ON
PEOPLE**



**FOCUS
ON
PEOPLE**



**AND THEIR
NEEDS**

WHY FOCUS ON NEEDS?

needs last longer than any specific solution

NEEDS?

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needs are opportunities waiting to be exploited

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NEEDS?

needs last longer than any specific solution

needs are opportunities waiting to be exploited

needs provide a roadmap to development

needs spur action

WHY?

NEEDFINDING?

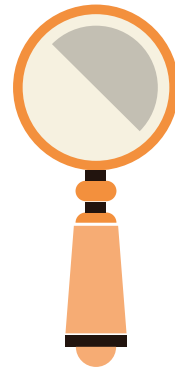
to **test assumptions** about the world

(we cannot assume that the researchers already know the entire universe of possible answers, beliefs, and ideas of the users.)

NEEDFINDING?

for **analyzing and mapping the relational dynamics** between people, places, objects, and institutions.

FINDING NEEDS



WHAT?

 people's needs



people's needs,
desires,
demands,
necessities
dreams,
requirements...

NEEDS ARE VERBS NOT NOUN

NEEDS ARE **VERBS** NOT NOUN

A **verb** will allow your imagination to fly whereas thinking of your users' need as a noun means you have already defined the solution.

NEEDS ARE VERBS NOT NOUN

Nouns constrain our thinking to variations on a theme.

Verbs allow us to stray away from the obvious and come up with blue sky ideas.





NEEDS ARE NOT PROBLEMS



NEEDS ARE NOT SOLUTIONS



explicit
needs



implicit
needs

HOW ?

QUANTITATIVE RESEARCH

FOCUS

objective data and logics

QUANTITATIVE RESEARCH

TECHNIQUES

- * Statical numbers and data**
- * Demographics**
- * Market research**

QUANTITATIVE RESEARCH

OBJECTIVES

- * The generation of **models, theories** and **hypotheses**
- * The development of instruments and methods for **measurement**
- * Experimental control and manipulation of **variables**
- * Collection of **empirical data**
- * **Modeling and analysis** of data

QUALITATIVE RESEARCH

FOCUS

**understand the qualities of a specific
field of inquiry.**

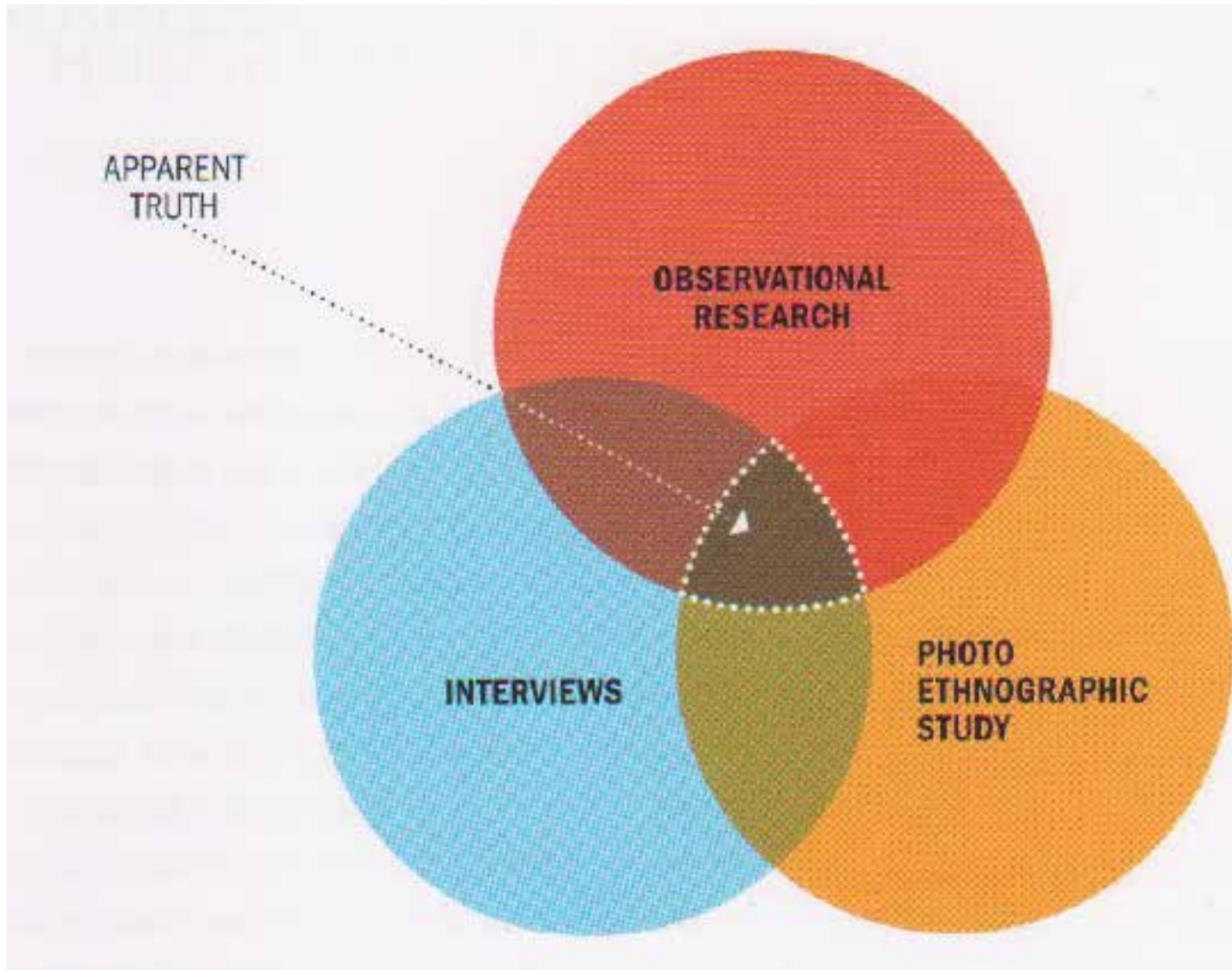
NB Deep understanding, not broad coverage

QUANTITATIVE RESEARCH

TECHNIQUES

- * **Interviews:** Individual Interview, Group Interview
- * **Ethnographic research:** Photo Ethnography, In Context Immersion, Observation, Self-Documentation
- * **Marketing research:** Focus Group
- * **Expert Interviews**
- * **Seeking Inspiration in New Places**

MIXED METHOD



MIXED METHOD

At the **early stages** of the process, **research is generative** (used to inspire imagination and inform intuition about new opportunities and ideas.)

In **later phases**, these methods can be **evaluative**—used to learn quickly about people’s response to ideas and proposed solutions.

DESIGN A BETTER COMMUTE

DESIGN A BETTER COMMUTE

PHASE I UNDERTSAND THE CHALLENGE 7M

- * **Collect thoughts**

Do you need to refine it?

- * **Review what you already know?**

Do you have expertise? Do you know the topic?

Did you have previous research material?

- * **Define what you dont know**

Rember, embrace your beginners's mind!

Enjoy the uncertainty!

DESIGN A BETTER COMMUTE

PHASE II **PLANNING THE NEEDFINDINGS** 10M

- * **Define topics**

What do you need to learn about your challenge?
What are you hoping to understand?

- * **Organize your interview questions?**

Basic demographics, Grand Tour questions, then get specific on the topic, then broad again on hopes, fears and ambitions.

- * **Create a question guide**

- * **Assign roles (split in sub-groups)**

DESIGN A BETTER COMMUTE

PHASE III INTERVIEW! 60M

* 5 minutes interviews

Begin by understanding their morning commute. Not just about how they get there... learn about how they feel, what they wish for, what gets in their way, ideas for how they would go about improving their commute.

Your job is to ask great questions, listen, learn and don't be afraid to ask "Why?"

DESIGN A BETTER COMMUTE

PHASE IV INTERPRETING NEEDS 15M

- * **Read** over your notes from the interview
- * **Write down** the needs of your participants
If you get stuck think about:
 - What are 3 unique aspects of the participants' commute?
 - What are 3 needs that your participants faces each morning?
- * **Share and cluster** with the other group members
- * Prepare to **present** your research (2min)

DESIGN A BETTER COMMUTE

PHASE V **LEARNING CARD** 10M

* **Think about the process of needfinding:**

- **WHAT WE DID** activities you've done (in the right order)

- **WHAT WE LEARNED** key insights about the needfinding activity

- **AHAs MOMENT** can be key takeaways, new perspectives on an issue, memorable comments or questions, surprises, challenges, or parting thoughts from this activity

DESIGN A BETTER COMMUTE

PHASE VI **SHARE THE KNOWLEDGE** 4M

- * **short presentation** on the needs you identified
- * **short presentation** on the learning cards (WHAT WE DID; WHAT WE LEARNED, AHAs)